



FINAL REPORT

IDENTIFICATION MANUAL AND CAMPAIGN MATERIALS FOR ENDANGERED SPECIES

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SPECIES CONSERVATION PROGRAM-WWF INDONESIA

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Preface

It is with pleasure that we present this final report of the project **Identification Manual And Campaign Materials For Indonesian Endangered Species**, a project supported by USAID through WWF Indonesia -USAID Grant Agreement No.497-G-00-01-00020-00. We would like to thank all peoples who helped in finalizing this final report.

During the project periods we have been trying to implement all the activities planned as written on the workplan. At the end of the projects, we have achieved most of the project objectives and outputs as planned, even though some changing should be made during project implementation including time schedule and target sites based on the project progress.

There were some innovative activities developed during the project periods which was not in the original plan, but very significant to support the campaign activities such as an art performance and talk show together with a public figure in big shopping mall. These activities appeared to be good strategy to deliver campaign message to general public. We also developed web-site campaign materials in order to continue the campaign activities. In term of law enforcement to stop endangered species trade, the project has achieved a significant output through facilitating the establishment of TREAN (Tiger, Rhino and Elephant Advocacy Network), a network that more than 20 members conservation organizations both national and international, including the D.G Forest Protection and Nature Conservation (PHKA), Forestry Department .

The project has been successful to build a collaboration among relevant government agencies, between the government and conservation NGOs and among conservation NGOs to create a synergy of all works to stop endangered species trade. A close relationships between WWF Indonesia and various mass media both print and electronic media were also developed during the project period. The objective is to raise awareness of wildlife conservation issue, including wildlife trade. Meanwhile, the campaign materials where developed in eye catching design equipped with strong messages. Production of the **Protected Species Identification Guide Book** is a significant contribution of the project to endangered species conservation in Indonesia. The book is not only in increasing public knowledge on the endangered species and their conservation problems but also supporting for more effective control on endangered species trade.

We realized there are still many things to do in the future to stop the illegal of endangered species. We believe the project has helped pave the way and give valuable contributions for the endangered species conservation in Indonesia.

Jakarta, May 2003

Chairul Saleh

Project Executant

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List of Abbreviation

BKSDA	: Balai Konservasi Sumber Daya Alam
CEO	: Chief Executive Officer
CEPF	: Critical Ecosystem Partnerships Fund
CITES	: Convention on International Trade in Endangered Species of Wild Flora and Fauna
COP	: Conference Of the Parties
DG	: Directorate General
DKI Jakarta	: Daerah Khusus Ibukota Jakarta
DPR	: Dewan Perwakilan Rakyat
DPRD	: Dewan Perwakilan Rakyat Daerah
HBG	: Harimau, Badak, Gajah
IHSA	: Institute of Nature Resources Law
KAPOLRI	: Kepala Polisi Republic Indonesia
KSBK	: Konservasi Satwa Bagi Kehidupan
LIPI	: Lembaga Ilmu Pengetahuan Indonesia
NGO	: Non Government Organization
PANGAB	: Panglima Angkatan Bersenjata
PHDI	: Parisada Hindu Dharma Indonesia
PHKA	: Perlindungan Hutan dan Konservasi Alam
PrepComm	: Preparation Committee
PSA	: Public Service Announcement
RCTI	: Rajawali Citra Televisi Indonesia
SCTV	: Surya Citra Televisi
TCM	: Traditional Chinese Medicine
TREAN	: Tigers, Rhinos, Elephants Advocacy Network
TV	: Television
USAID	: United States Agency For International Development
WCS – IP	: Wildlife Conservation Society Indonesia Program
WSSD	: World Summit on Sustainable Development
WWF Indonesia	: World Wide Fund For Nature

I. EXECUTIVE SUMMARY

Indonesia is one of the richest countries of biodiversity where 17 % of world species live and many of them are endemic species. This fact makes Indonesia the center of world conservation activities, but unfortunately many of Indonesia's endangered species are now close to extinction, which is mainly caused by habitat loss, habitat fragmentation and illegal poaching. At present, Indonesia has the longest list of species which are threatened with extinction consisting of 126 bird species, 63 mammals and 21 reptiles.

The trade of endangered species in Indonesia tends to increase especially in the last five years following the 1997 economic crisis. Endangered wildlife trade is relatively easy to find in big cities in Indonesia, and this takes place not only in the bird markets or pet shops on the streets, but also through advertising in newspapers and on the Internet.

Illegal trade of endangered species continue to increase because a) public does not know that the species being traded are endangered or protected and hence prohibited for merchandise; b) weak law enforcement and therefore little risk in being prosecuted or fined c) there is limited knowledge of law enforcement officers on the conservation law as well as the protected species and; d) limited guidelines for law enforcement officers to use in order to control the endangered species trade.

WWF Indonesia with assistance from USAID carried out a project with the following objectives:

- Improve public awareness and knowledge on trade of endangered species in Indonesia.
- Improve the capability of law enforcement officers particularly customs officers and police in identifying parts and products of endangered wildlife species.

Therefore a campaign on endangered species trade has been carried out by using campaign materials such as posters, banners, pin, PSA (Public Service Announcement) and website. The campaign formally was launched in Bali on May, 3 2002 as a parallel event of PrepComm IV World Summit on Sustainable Development. The campaign materials have been used in many WWF events and exhibitions in various places throughout the country. Posters and pins have been distributed to various stake holders including the Forestry Department, Justice, Police, Military, Customs, Attorney, Universities, Conservation NGOs, Mass Media and General Public. The campaign also included a talk show on national radio stations and TVs.

In order to build capacity with law enforcers, the project produced 2000 Protected Species Identification Guide Book or Identification Manual which contains the most traded and protected species in Indonesia. The guidebook was presented to the public in a TV talk show. Furthermore a reward system, including proposed appropriate reward system form for law enforcers has been developed during the project which need to integrate with the existing system.

WWF Indonesia facilitated the founding of a network named “*Jaringan Advokasi Harimau, Badak and Gajah*” (Tigers, Rhinos and Elephants Advocacy Network or TREAN). WWF Indonesia believes this network could become a productive cooperation between government (i.e., the Directorate General PHKA, Ministry of Forestry and other related government agencies such as; police, judges, attorney etc) and non-government organizations to fight the endangered species trade.

To increase coordination mechanism and effective control on wildlife trade among all related government agencies such as Directorate General PHKA, Ministry of Forestry, Customs, Quarantine, Airport Management, etc. WWF Indonesia facilitated two training workshops in Jakarta and Bali. The training workshops which involved about 100 participants also used as training how to use the Protected Species Identification Guide Book.

Overall WWF Indonesia developed during this project strong relationships with government, non-government and media that will be essential in any further attempts to curb the illegal trade in endangered species in Indonesia.

II. Project Objectives and Main Activities

The USAID supported project had the following objectives:

Improve public awareness and knowledge on trade of endangered species in Indonesia. This will deter the domestic illegal wildlife trade and on the same time, improve public pressure to law enforcement officers, particularly attorney and judges in prosecuting the offenders.

Improve the capability of law enforcement officers particularly customs officers and police in identifying parts and products of endangered wildlife species.

To achieve the objectives the following main activities were carried out:

1. Produced and utilized of campaign materials of anti endangered species trade such as posters, pins, banners etc. and distributed these materials to the relevant institutions and public users.
2. Conducted campaign on anti trade of endangered species using the campaign materials through mass media both print and electronic and various relevant events.
3. Produced and distributed of the protected species identification guide book and provision of training workshops for law enforcement officers on the use of the guidebook and effective control on wildlife trade in Jakarta and Bali.
4. Developed a reward systems concept for law enforcement officers in order to improve motivation for better law enforcement to stop illegal trade of endangered species.

III. Project Implementation

1. Endangered Species Campaign

1.1 Production of Endangered Species Campaign Materials

1.1.1 Development of campaign materials design and concept

In development of campaign materials design and concept, WWF Indonesia has collaborated with an advertising agency in Jakarta. The purpose of the collaboration was to produce suitable campaign materials that contain a strong message that is understandable to the general public.

Posters of five endangered species (rhino, tiger, orangutan, sea turtle and bird of paradise) were developed. The theme being used for all the posters was “The Last of Each Endangered Species”. Posters contents were pictures as well as the story line of the species trade. The campaign materials, mainly the posters were developed in two languages (Indonesia and English). English version targeted end consumers of the endangered species trade and tourists.

The same concept was also used for other campaign materials like banners and pins. Banners were considered valuable materials at exhibitions or events and discussions and talk shows on TV.

1.1.2 Public survey on poster design

A public survey was carried out by a public survey company to test the poster design. The public survey was also designed to assess the existing basic knowledge on endangered species, such as; which endangered species were more popular, what do the general public know about the endangered species, opinion on poaching, trade, preservation and consumption of endangered species, and awareness about formal regulations related to protection of endangered species.

The method used was door-to-door interviews of 400 (200 men and 200 women) respondents in Jakarta. 300 of the 400 respondents are gold credit card owners, and 100 respondents are silver credit card owners. Credit card owners were chosen as they are financially able to buy and keep the endangered species. The posters as well as 26 pictures of protected species in Indonesia were presented to the respondents during the interview.

Most of the respondents said the posters design was eye catching with interesting pictures that encourage ‘sorry feeling’ for the species on the posters. The message both pictures and body text was considered strong.

Some other results of the survey were; 1) five species that respondents liked the most amongst the endangered species are Bird of Paradise, Arwana Fish, Tiger, Orangutan and Eagle; (2) about 99,25 % of respondents do not agree with endangered species poaching; (3) 85,5 % do not agree with the preservation of endangered species; (3) 91, 75 % do not agree with endangered species trading; and (4) 94,5 % do not agree with consumption of

endangered species. Furthermore, about 90,25 % respondents considered poaching and captive of endangered species as crimes, and 60,75 % agreed that offenders should be punished with sentences of up to five years in jail.

It was found through the survey that the respondents kept 13 species out of 26 protected species, i.e. Arwana Fish (19, live), Bird of Paradise (3 live, 16 mounted specimen), Sumatran tiger (1, live), Yellow –crested Cockatoo (3, live), Siamang (1 live, 1 mounted specimen), Green Sea Turtle (2 mounted specimen), Leather Back Sea Turtle (2, mounted specimen), Palm Cockatoo (1, live), Slow Lories (1, live), Hornbill (1, live), Javan Hawk Eagle (1, mounted specimen), Green-peacock Pheasant (1, mounted specimen) and Bali Starling (1, mounted specimen). Duration of ownership of these species ranged from 1 year to more than 5 years.

1.1.3 Production of campaign materials

The 5 posters were printed in an edition of 10,000 (7500 Indonesian version, 1500 each; 2500 English version, 500 posters each. Another 50 posters both in English and Indonesia was produced in a different size to meet the size of the standing board Mal Taman Anggrek, on of the biggest shopping mal located in West Jakarta.

Five banners (size of 58 cm x 220 cm each) using Indonesian language were produced. The banners were used in various events (during campaign launch, in all WWF Indonesia events and exhibitions, talk shows, launching of the protected species identification guidebook, and during Forestry Department internal meeting and Boy Scout jamboree).

The projects also developed 1500 pins. Pin design used the same concept as the one used for the posters and banners. The message (Indonesian) on the pins was “Stop Perdagangan Satwa Langka” or “Stop Endangered Species Trade”.

At the end of first year of the project, a PSA (Public Service Announcement) has been produced using the title “Jangan Biarkan Mereka Punah” or ‘Don’t Let Them Extinct”. This film of about ten minutes was used at the campaign launching in Bali. Furthermore the film was aired two times by RCTI. The film was used by WWF Indonesia in various relevant events.

1.1 Launching of Anti Endangered Species Trade Campaign

WWF Indonesia launched the “Anti Endangered Species Trade Campaign’ on June 3, 2002 at Grand Hyatt Hotel, Nusa Dua, Bali as a parallel event of PrepCom IV World Summit on Sustainable Development. This event was chosen for the following reasons: 1) endangered species conservation is closely related to biodiversity (including food security) issue which was one of the major topics of PrepCom IV; 2) to obtain international support for conservation of endangered species in Indonesia, especially on illegal trade issue; 3) to focus on illegal trade of endangered species in Bali as one of project campaign target locations.

The launching event started with the presentation of the “Jangan Biarkan Mereka Punah” movie and then continued with a discussion about the illegal

trade of protected and endangered species in Indonesia. The speakers during this discussion were:

- Mr. Chairul Saleh from WWF Indonesia; representing a conservation NGO with a program on wildlife trade monitoring and campaign on anti endangered species trade.
- Mr. Syafruddin Ngulma from “Jaringan Pantau” or InwildNet (Indonesian Wildlife Trade Monitoring Networking), an NGO network with 37 NGO members throughout Indonesia
- The Hindu Priest Ida Pedanda Gede Ketut Sebali Tianyar Arimbawa, head of the Dharma Adiyaksa of PHDI (Parisada Hindu Dharma Indonesia), the biggest Hindu religious group in Indonesia based in Bali.
- Mr. Agus Haryanta, head of BKSDA (Balai Konservasi Sumber Daya Alam) Bali, the provincial government level conservation institution, Ministry of Forestry.

By inviting resource persons from different institutions, several options to problem solving on endangered species trade were obtained. All resource persons came to the same conclusion that the illegal trade of endangered species is a very serious problem and need to be stopped immediately, not only for saving the biodiversity, but also for food security purposes. According to the Priest, the use the wildlife in ritual ceremonies was not there in the basic principles of Hinduism, instead the Hindus should keep all the wildlife live in harmony with human and nature. Another conclusion was that the discontinuance of the illegal trade of endangered species could be achieved through close cooperation among the related government agencies, NGOs, the general public and mass media.

The discussion and campaign launching events were attended by 54 participants, including the representatives of 33 national and international NGOs, and 9 printed and electronic media, such as; RCTI, OZON, Sinar Harapan, Bisnis Bali, Tempo, Jakarta Post, Kompas, Antara and Internews (radio news agency). The discussion was then directly followed by the launching of Anti Endangered Species Trade Campaign of WWF Indonesia. The launching was started with symbolic awarding of the posters to the following stakeholders: Mr. Agus Haryanta (government), Mr. Ida Pedanda Gede Ketut Sebali Tianyar Arimbawa (religious leader), Syafruddin Ngulma (NGO) and Syaf Siregar (media/RCTI).

On the same day, the launching was then followed by an on-line talk show of Chairul Saleh on two radio broadcasts: Pro 2 FM Jakarta and the Radio 68 H (a radio broadcasting network with more than 200 members throughout Indonesia). The next day, another radio in Jakarta, the Star Radio also broadcasted an on-line talk show about the WWF campaign on anti endangered species trade.

The campaign launching was aired on TV (station RCTI on the same day), and mentioned in the daily English newspaper the Jakarta Post (on June 4 2002), and on the web Satunet.com.

1.2 Endangered Species Campaign Activities

1.3.1 *Identification of campaign target groups*

In this project, the main target group of the campaign was middle-up class people who live in big cities. Jakarta and Bali have big black markets in endangered species. Jakarta was also identified as an important source for the international trade. Regulation on wildlife trade in Indonesia is produced in Jakarta by the central government.

Beside middle-up class people the project identified the following target groups: Students (university, high school and elementary school), Governments (central and provincial), Parliamentarians (DPR and DPRD), Wildlife trade association and mass media. Another important target group were public figures like businessmen and celebrities who are known as animal 'lovers' but keep also endangered species as pets.

1.3.2 *Campaign Strategy development*

The main purpose of the campaign strategy development was to improve the mechanism to inform the public on the campaign messages: the knowledge on endangered species and the conservation problems; the illegal trade as threat to endangered species and how people could help to prevent the endangered species from extinction.

The following strategies were developed and implemented :

- a) An art performance was conducted on August 24, 2002 in Mal Taman Anggrek in West Jakarta as a parallel event of WWF Indonesia exhibition. Performance by some artists from Institute Kesenian Jakarta (Jakarta Art Institute) in collaboration with WWF Indonesia was carried out. The endangered species and conservation problems were played on stage in the form of poems, dance and pantomime.
- b) Interactive campaign on the internet. This new campaign method was developed with the help of WWF Indonesia Management Information System (MIS).
- c) Building close collaboration with printed and electronic media who are interested in the issues of the illegal trade of endangered species. The project has build and maintained good relationships with some media in order to obtain access to media coverage. These media include : RCTI, SCTV, Trans TV, Metro TV, Tempo, Forum Keadilan, Gadis, Koran Tempo, Jakarta Post, Suara Pembaruan, Sinar Harapan, Radio 68 H and Internews. Relationships were also developed with international press agencies such as Associated Press and Reuters.

At present WWF Indonesia has been recognized by most of mass media as a reliable source for information related to species conservation, including wildlife trade issues. WWF Indonesia have been invited two times by TRANS

TV on January and May 2003 on live talk show about the endangered species trade. The talk show also presented D.G of Forest Protection and Nature Conservation, Forestry Department and TREAN as institutional sources.

WWF Indonesia was also recognized as a conservation NGO who contribute to the government to stop endangered species trade.

d) Building collaboration with shopping mall and public figures. The project executant organized a talk show in Pondok Indah Mall, one of the biggest shopping malls in South Jakarta on December 2002 together with a young famous artist who has strong interest in environmental issues. The talk show was a very good example of combining campaign activities with entertainment.

1.3.3 Distribution of Endangered Species Campaign Materials

The posters were distributed to the participants of the “Anti Endangered Species Trade Campaign” launching, and during the next three days to the visitors of the exhibition corner of WWF Indonesia and the Papua provincial government during the PrepCom IV at Nusa Dua Bali. The posters of the bird of paradise and sea turtle were displayed at the Papua provincial exhibition corner during the exhibition. WWF Indonesia was part of Papua’s provincial exhibition together with other NGO’s and private companies.

The WWF office in Denpasar helped in distributing posters to all relevant stakeholders in Bali. Denpasar (Bali) was chosen as one of the target cities for the campaign as many endangered species are being traded there as pets and for international markets. Distribution was also made through the WWF offices in Derawan (especially for the sea turtle posters) and Manado. The posters of Sea Turtle and Orangutan were also distributed in Kalimantan (including Nunukan sub district) with the help from the WWF office in Balikpapan. This office also used orangutan and sea turtles banners within the Kalimantan region. Posters of four species (except the Bird of Paradise poster) were sent to WWF office in Pekanbaru, to be distributed in an exhibition organized by the local government. Pekanbaru is known as one of the cities from where endangered species are smuggled to Singapore.

NGOs and other organizations were offered posters to use in their respective programs. For the relevant government agencies and other organizations authorized for fighting the endangered species trade, a complete series of the posters was provided. The complete series of the posters will also be distributed to strategic places, such as shopping malls, schools, universities, etc.

The Forestry Department, especially DG Forest Protection and Nature Conservation helped to distribute the posters to their relevant target groups through their relevant agenda.



Figure 1. *Distribution of campaign materials to related government agencies (Indonesian Center Of Quarantine)*

1.3.4 *Measurement effectiveness of the campaign*

The campaign increased people awareness on the threat of trade to endangered species. Through the campaign WWF Indonesia was recognized as a reliable source of information on wildlife trade issue. Some national newspapers, radio news offices, national magazines, (including children and youth magazines) have included items about the illegal trade of endangered species.

Law enforcement activities were conducted by the government on the birds market and on one occasion protected species were recovered from a private collector.

WWF Indonesia received significant more information from the public on the illegal trade of endangered species and illegal ownership of endangered species in many places in Jakarta. WWF Indonesia passed the information on to the BKSDA for follow up. Many students from various university in Jakarta such as Trisakti, Tarumanegara, Universitas Indonesia, Pelita Harapan, Boedi Oetomo and others chose the endangered species trade and conservation problems/issues as topic for their thesis. Some students from design and graphic studies developed campaign materials as their thesis. WWF Indonesia plans to use some of these materials in future campaign programs.

In West Kalimantan, the orangutan poster motivated a local community to organize a discussion on how to assist to protection of this species from extinction.

Some owners of protected species came to WWF Indonesia for advice to avoid punishment by the government. WWF Indonesia usually suggested to give the species to the government with the hope the species could be brought back to their natural habitat.

It seemed more difficult to buy endangered species in the previous places such as Pramuka and Jalan Barito bird markets. Traders seem to be more careful and endangered or protected species are not always available.

The endangered species trade seem decrease traded is Pramuka and Jalan Barito and the traders never display anymore the endangered species being traded in their shops. They were more sensitive if someone asked about the endangered species and they never following the buyers if they are not sure the transaction is save. They can attack any body if they think someone will disturb their illegal business. This phenomena suggested as a result of the intensive of anti trade of endangered species which combined with increasing law enforcement activities for confiscated the endangered species and sentence the traders to the jail.

The TREAN supported the effective law enforcement toward the rhino and tiger poachers in Lampung province by facilitated the law enforcement officers to increase their knowledge on conservation law and to implement the law properly. Through this process, a tiger poachers have been punished for 3 years and 6 months and this is the highest punishment that ever made in Indonesia for the endangered species poachers. This punishment become a good precedent for the future law enforcement activities and create a shock therapy for poachers.

WWF Indonesia staff who in charge in this projects seems a 'celebrity' on the issue related to the species conservation, especially wildlife trade issue. At the moment many of the mass media both print and electronic (TV and radio station) keep asked WWF Indonesia statement as a suitable resource on the wildlife trade issue. This of course be one of the most important project achievement as guarantee on the sustainability of endangered species campaign and WWF Indonesia could feed the mass media with up date information to support the campaign.

2. Development of Protected Species Identification Guide Book

2.1. Production of the 'Protected Species Identification Guide Book'

2.1.1 Guide Book need assessment

WWF Indonesia conducted an assessment on the needs of a species identification manual for the following stake holders; BKSDA DKI Jakarta (Conservation Forestry Agency of Forestry Department at provincial level), Customs, Quarantine and Immigration. The assessments results were discussed with the Scientific Authority staff (LIPI), Management Authority (D.G of PHKA) and the representative of USAID. Some of the need assessment result were; (1) all stake holders need a species identification manual; (2) the manual need to be simple, handy to carry in the field; (3) good and clear pictures rather than long description of species. These inputs were used as base for development of the protected species identification guide book.

2.1.2 Species selection for the Guide Book

The species selection for the guide book was based on the most traded of endangered or protected species. 54 endangered and protected species have been selected for the content of the guide book. Pictures for the guide book came from the collection of Mr. Alain Compost, a famous wildlife photographer in Indonesia and from other sources.

2.1.3 Discussion of the Guide Book

The draft of protected species identification guide book was reviewed and discussed with relevant stake holders (DG of PHKA, LIPI , Customs, Quarantine, Department Marine and Fisheries, and WWF Indonesia). Beside with the stakeholders, the guide book draft was also discussed with a senior biologist who is also the writer of the Indonesian turtle guide book.

2.1.4 Production and Distribution of Guide Book

In total 2000 guide books have been printed. The first 250 books were distributed to all participants from various institutions and organizations on the farewell party of the WWF Indonesia CEO. With assistance of a consultant with experience in developing guide books the final version of the guide book was developed. The production of the guide book was contracted to a design and printing company based in Bandung, West Java.

The guide book distribution started with two training workshops on controlling of wildlife trade held in Jakarta (February 8-9 2003) and Denpasar (February 21 –22 2003). The books were given to all the participants including representatives from various stake holders (D.G of PHKA, BKSDA DKI Jakarta, customs, fish quarantine, plant quarantine, airport management, police, department of marine and fisheries and trader association). The training workshop in Jakarta was also attended by the BKSDA Central Java, BKSDA Yogyakarta, Forestry office of Banten province and West Java. The training workshop in Denpasar was also attended by participants from BKSDA Nusa Tenggara Barat, BKSDA Kalimantan Selatan and BKSDA of South Sulawesi I.

The training workshop in Jakarta included a visit to laboratory of coral exporter, airport customs, plant and animal quarantine and a rescue center in West Jakarta which is managed by BKSDA DKI Jakarta and supported by a conservation NGO. This place functions as a transit place for confiscated species before they are released in their natural habitat.



Figure 2. *Distribution of protected species guidebook
From D.G. Forest Protection and Nature
Conservation , Ministry of Forestry to D.G. of
Custom, Ministry of Finance*

2.1.6 *Launching the Guide Book*

The guide book was officially launched on March, 26 2003 in Gedung Manggala Wanabakti, Forestry Department. The launching was attended by various stakeholders; D.G of PHKA, LIPI, Universities, Scientist, Conservation NGOs, WWF Indonesia board members and mass media.

The launch started with the guide book review by the PHKA, LIPI and USAID then follow by a discussion on the problems of the wildlife trade lead by Harry Suryadi. Many participant gave very valuable inputs for the next edition.

The guide book launching aired on TV (station Indosiar and TV7) and mentioned in daily English newspaper the Jakarta Post and Kompas, the biggest newspaper in Indonesia.

3. **Reward system development**

3.1 *Reward system need assessment*

A reward system for law enforcers was developed as a way to improve performance of law enforcers related to species trade. Mr. Adi Susmianto, Director of Biodiversity Conservation (KKH) of D.G of PHKA and Mr. Maraden Purba, Head of Nature Resources Conservation (BKSDA) of DKI Jakarta very much supported the idea to develop a reward system. Based on discussions with the two government officials and WWF Indonesia, some basic ideas of the rewards system were developed;

1. Personnel

The most suitable people for receiving the rewards are “jagawana” (or forest ranger) because they are working in the ‘front line’.

2. Qualification

The Qualification system to decide which ‘jagawana’ should receive the reward is an important tool and needs to be set up clearly. Some of the qualifications that could be used in the decision making are: 1) understanding about the job scope as ‘jagawana’ and have good sense of responsibility. 2) having high motivation for law enforcement activities that include conducting confiscation of endangered species from the traders. 3) doing an outstanding performance 4) having good reputation in law enforcement process.

3. Rewards Type

Mr. Adi Susmianto and Mr. Maraden Purba agreed that a form of reward not always means money, even though they realize that the “jagawana’ mostly prefer receiving money. It is important to develop other kind of reward which also having important value for the “jagawana’ like 1) a certificate from the DG of PHKA and announcement on a formal ceremony. 2) promotion opportunities 3) send the “jagawana’ to relevant meeting both national and international (when the budget are available); and 4) Supporting fund for his children school payments.

3.2 Reward system discussion

The reward system concept has been discussed with the participant on both training workshop in Jakarta and Bali. All the participants agreed to the idea to develop the concept. They were sure that the reward system will encourage law enforcement officer to work harder. The participant hoped the reward system being developed was for all the law enforcement officers who are involved in controlling the wildlife trade.



Figure3. *Training of how to use the Protected Species Identification Guide Book and discussion on reward system for law enforcement officers*

4. Other relevant activities

4.1 The establishment of TREAN (Tiger, Rhino and Elephant Action Network) initiated on 17 September 2001, WWF Indonesia and Wildlife Conservation Society (WCS) organized a discussion on efforts to prevent the poaching of rhinos, tigers and elephants. The discussion meeting was attended by six conservation NGOs and the D.G of PHKA. Three main decisions were made during the meeting 1) all participants agreed to form an alliance to work together closely to stop the poaching of rhinos, tigers and elephants; 2) law enforcement by government to stop poaching activities need to be improved with support from the conservation NGOs and 3) increase capacity building program for the local NGOs in Sumatra is needed in order to optimize their participation in anti-poaching activities.

In November 2001, WWF Indonesia together with WCS-Indonesia Program and IHSA (The Institute of Natural Resources Law) facilitated the establishment of a Jakarta-based NGO network for advocacy on tigers, rhino and elephants named the '*Jaringan Advokasi HBG*'. The third meeting of the network was facilitated by WWF Indonesia. One of the members of this network is PHKA (Forest Protection and Nature Conservation)

TREAN was founded on August 6, 2002 during the workshop on Antipoaching and Illegal Trade in Sumatran Tiger and its products from 5-8 August 2002 in Cipayung, Bogor. This event was attended by 114 participants from relevant government institutions, universities, national and international NGO's, wildlife and law experts, funding agencies and mass media. The opening ceremony was followed by burning 222 confiscated protected species collected by the Directorate General of PHKA through law enforcement in some provinces in the last few years. Some of the burned materials were those from endangered species such as Sumatran tigers (5, mounted specimens), Malayan Sun Bear (3, mounted specimens), Javan Rhinoceros bones (1 set), Sea Turtle (38, mounted specimens) and Sambar Deer (1, mounted specimens). This event was very significant in relation to the DG of PHKA political will and effort to ban the protected endangered species trade and was used to inform general public that the government is paying more serious attention to illegal trade of endangered species, including working closely with the conservation NGO's through TREAN.

One of TREAN main agenda points in the future is to have a dialog with the Head of Police (KAPOLRI) and Head of Army (PANGAB) to ask for their commitment and support for the Forestry Department to ban endangered species trade. This includes their commitment for not being involved in the illegal trade. TREAN is also planning to ask for the President of the Republic of Indonesia, Megawati Soekarnoputri's favor to make a statement stressing the importance of protecting the tigers, rhinos and elephants and how Indonesian citizens should support this action.



Figure 4. *Burning of confiscated wildlife specimen at the Tigers, Rhinos, Elephants Advocacy Network (TREAN) declaration on August 2002*

4.2 Endangered Species Trade Monitoring

4.2.1 *Monitoring of Endangered Species Trade on Mass Media*

The method used in monitoring the trade of endangered species trade was through searching two national newspapers advertisement segments. Newspapers selected were ‘Pos Kota’ and ‘Kompas’ as they regularly advertise the trade of endangered species, especially ‘Pos Kota’ and they are nationally circulated, especially ‘Kompas’.

In “Pos Kota” the monitoring was done from June 2001 to March 2002 by using search methodology for the following advertisement titles: Animals, Antiques, Fish and Birds. Based on this search we found that 27 of Indonesian protected species were traded, plus 6 protected species from other countries such as; African Elephants, Lions, Kangaroos, Tigers and Amazon Araipaima. Some of the protected Indonesian species offered for trade were endangered species such as; Bird of Paradise (31 birds; mounted specimen); Javan-Hawk Eagle (2; alive); Yellow-crested Cookatoo (13, alive); Palm Cookatoo (7, alive), Eclectus Parrot (1, alive); Bali Starling (1, alive); Sumatran Tiger (canines, bones and claws); Malayan Sun Bear (5, alive); Binturong (4, alive), Sumatran Elephants (2, ivory); Whales (1 sets, bones); Orangutan (1, alive) and Proboscis Monkey (1, alive).

All the traders (advertisers) printed their complete addresses, including phone numbers on the advertisement as well as short information on the animal conditions; only very few printed their names in the advertisement. Most advertisements were repeated several times over a period of several months.

We identified at least three different traders categorized as follow; 1) wildlife traders; 2) amulet traders (from parts of endangered species) and 3) people bored with their pets and trying to sell them.

Table 1. List of Endangered species advertised to trade on “Pos Kota” newspaper during June 2001 – March 2002

No.	Species	Number species traded	Remarks
1	Bird of Paradise	31 birds	Mounted Specimen
2	Javan-Hawk Eagle	2 birds	Alive
3	Yellow-Crested Cockatoo	13 birds	Alive
4	Palm Cockatoo	7 birds	Alive
5	Eclectus Parrot	1 birds	Alive
6	Bali Starling	1 birds	Alive
7	Sumatran Tiger	-	Canines, bones and claws
8	Malayan Sun Bear	1 individual	Alive
9	Binturong	4 individuals	Alive
10	Sumatran Ele phants	2 sets	Ivory
11	Whales	1 sets	Bones
12	Orangutan	1 individual	Alive
13	Proboscis Monkey	1 individual	Alive

In “Kompas” the monitoring was done from February to June 2002 using the same search methodology used for “Pos Kota”. The protected species being traded in this media were mainly Sumatran Tiger and Arwana Fish, but also Barking Deer. There were also two other protected species offered from other countries; Macaw Birds and Lions.

At least 5 Sumatran Tigers were traded during the period by two tiger traders, who printed their mobile phones in the advertisement. They also gave short information on the tiger specimen being traded such as skin condition, anatomy and body length to attract the buyers.

4.2.2 *Monitoring of Tiger Trade*

Monitoring of tiger trade was conducted in Riau province from May 2001 to March 2002. Mainly gold shops and gemstone sellers were visited as in a previous survey it was found out that these outlets traded tiger parts such as canine, claw and piece of skins.

321 gold shops and 22 gemstone sellers were visited in 8 districts of Riau province including Batam, Tanjung Balai and Tanjung Pinang known as the center for international trade, including wildlife. 16 of the 321 gold shops were found to trade tiger parts, while 15 of 22 gemstone sellers traded tiger parts.

We also identified 25 people whose specific job was tiger hunters/poachers. They live in four sub districts in Riau Province (Indragiri Hulu, Indragiri Hilir, Kuantan Sengingi and Kampar). Nine middlemen were identified who collected the tiger parts from the poachers. They included 2 tiger taxidermists who were also identified, and lived in Pekanbaru (4 middle men; 2 tiger taxidermist), Rengat, Indragiri Hulu (1 middle men), Kuantan Sengingi (1 middle men) and Tembilahan, Indragiri Hilir (3 middle men).

The trade of tiger parts in Riau province is linked to the international black markets. According to a gold shop owner in Tanjung Pinang of Kepulauan Riau sub district, tourists from Singapore and Malaysia visit the city regularly

to buy tiger parts from the gemstone and souvenir shops. A middle men at Tanjung Pinang also informed that the trade route of Sumatran Tiger in Riau Province is Dumai or Bengkalis – Batam – Singapore.

On June 6, 2002 a tiger poacher at Indragiri Hulu district named Bachtiar was sentenced to jail for 5 months and fined IDR. 300.000,- for killing a Sumatran tiger on October 2001, in Bukit Tiga Puluh National Park. Bachtiar is the first poacher ever been punished by the law in the area.

WWF Indonesia, has a **The Tiger Anti Poaching Unit Team** in Bukit Tiga Puluh National Park whose members are park rangers, local people (including former tiger hunters) together with the park management. Media coverage during the trial mentioned above was used to send the message to the public, especially to the other poachers that the government paid serious attention to stop the poaching and illegal trade of Sumatran Tiger. In Pekanbaru, at least five gold shops named Mulia, Harmonis, Selecta Indah, Abu Bakar and Riau Baru are still trading tiger parts, especially tiger canines and claws. The number of gold shops who are trading tiger parts seemed to be decreased compared to a survey conducted before. We suggest the decrease could be caused by DG. Forest Protection and Nature Conservation (PHKA) paying more attention to stop tiger poaching.

The outlet survey was also conducted in some other sub districts in Riau province: Tembilahan, Rengat, Dumai and Bagan Siapi-api. In Tembilahan, from the 24 gold shops surveyed, only one gold shop traded tiger parts. In the other three sub districts the investigators did not find any gold shops trading tiger parts.

Other outlets which also were surveyed were traditional drugstores that sell Traditional Chinese Medicine (TCM). At least three drug stores in Pekanbaru traded TCM containing tiger parts (Segar Jaya, Segar and Bintang). According to the drugstore owners, they imported the TCM which contain tiger parts from Singapore. All the drugstores also traded TCM contain other part of protected species than tiger such as bear and pangoline.

Table 2. Number of tiger parts outlet in 8 districts of Riau Province traded tiger parts during May 2001 – March 2002 periods

No.	Tiger outlets	Number tiger outlets visited	Number of tiger outlets traded tiger parts
1	Gold shops	321 gold shops	16 gold shops
2	Gemstone sellers	22 gemstone sellers	15 gemstone sellers

Human-wildlife conflicts, especially with tiger and elephant is a serious problem. Most often tigers and elephants who are involved in the conflict are killed by humans. The tiger and the elephant killed in these conflicts are usually traded illegally. Sometimes, people who have conflicts with the tiger ask the army or professional hunters to kill the animal. At least 5 tigers have been trapped in the last four months in Dumai sub district because of conflict with human that killed at least 5 people.

4.3 *Participation on CITES COP 12 at Santiago, Chili*

In preparation of COP, WWF Indonesia was invited by LIPI (who act as Scientific Authority of CITES in Indonesia) as a speaker in a meeting entitled “Indonesian position on COP 12th CITES” on October, 18 2002. Participants in that meeting came from PHKA, LIPI, Wildlife Trader Associations, Universities, Marine and Fisheries Department and NGO’s (WWF Indonesian, Telapak, KSBK and Pantau) who discussed the Indonesian position for COP. From WWF Indonesia the project executant of the ID Manual And Campaign Materials For Indonesian Endangered Species participated in the 12th COP (Convention of the Parties) of CITES (Convention on International Trade of Endangered Wild Flora and Fauna) in Santiago, Chile from 3 – 15 November 2002.

During 12th COP some Indonesian species were listed in appendix II of CITES such as Big Leaf Mahogany , Whale Shark Sea Horse and Sea Cucumber. WWF Indonesia as members of WWF International delegation through intensive lobbied succeed to include snow leopard, Asian leopard and leopard as Asian Big Cat’s which should receive the same international attention as the flagship Asian cat, the tiger. WWF Indonesia also lobbied to ensure that Indonesian endangered species such as rhino and tiger are well protected and controlled under the CITES regulation. One of the indirect results of COP 12th CITES is a close collaboration between WWF Indonesia and PHKA as Management Authority and LIPI as Scientific Authority to work on CITES issues. Together with PHKA and LIPI and other relevant government agencies, WWF Indonesia plan to facilitate the establishment of CITES Working Group in Indonesia. The working group will involved all the stake holders related to CITES issue, including the wildlife trader association and NGOs to help the Government of Indonesia to implement the CITES regulation properly.



Figure 5. *Tiger parts traded in Gold Shops and Gemstone Seller*

IV. Project achievement

Objective 1 :

Improved public awareness and knowledge on trade of endangered species in Indonesia

Outputs/Achievement

- A public survey to assess public knowledge on endangered species; field-test on draft posters for campaign
- Campaign materials (posters, banners, pins) produced and distributed
- Anti Endangered Species Trade Campaign launched on June 2002 as parallel event of PrepCom IV in Bali
- Data on tiger trade in Riau province (number tiger killed, poachers and middle man, trade route) collected
- Data on endangered species trade using mass media collected

Continuing Activities

- The posters design inspired other campaign activities in WWF Indonesia to develop similar type of campaign materials
- Continuous support from Mal Taman Anggrek by display posters of the campaign in the mal for months
- Request from Soekarno-Hatta airport for the posters to display in airport
- Request from several universities for using posters and banners during relevant events
- The data of tiger poaching in Riau province are used by the Tiger Anti Poaching Unit to prosecute tiger poachers
- The collected endangered species trade data on mass media was shared with the mass media
- WWF Indonesia keeps mass media informed on law enforcement efforts

Objective 2

Improved capability of law enforcement officers (particularly customs and police) in identifying parts and products of endangered wildlife

Output/Achievement

- Establishment of an NGO advocacy network involving Wildlife Conservation Society, Flora Fauna International, International Rhino Foundation, Conservation International, The Tiger Foundation, Institute of Nature Resources Law/IHSA.

- Need assessment to stakeholders such as customs, quarantine, immigration, ranger/BKSDA etc. about the need of guide book
- Discussion on the draft of Protected Species Identification Guide Book involving all stake holders
- The Protected species Identification Guide Book development and distributed

Continuing Activities

- CEPF (Critical Ecosystem Partnerships Fund) committed to support funds for TREAN especially for development of TREAN strategic plan and law enforcement
- D.G of PHKA taken a leading position in TREAN for law enforcement activities

V. Recommendations

- Future campaign activities should make use of public figures.
- Increased law enforcement activities by the government should receive support from the conservation NGO through campaign and advocacy.
- The collaboration between relevant government agencies, NGO and D.G of PHKA need to be maintained and improved, through building a work mechanism coordinating and supporting the activities of TREAN (Tiger, Rhino, Elephant Advocacy Network).
- The good relationship with mass media needs to be maintained. One way to do so is regularly updating mass media on conservation and trade issues.

VI. Lessons Learned of the project

- Any campaign on endangered species conservation, should be supported by integrated and suitable campaign materials with 'eye catching' design and strong message (both words and pictures).
- Public opinion on design and campaign messages provides valuable input during course of campaign which allows campaigners to adjust strategies if needed.
- A good campaign needs coverage by various mass media therefore campaigners need to develop and maintain close relationships with the mass media.
- Development of Protected Species Identification Guide Book was successful because the stakeholders were involved during draft review, design, content and their publication

- Through the project activities collaboration between WWF Indonesia and government e.g. D.G of Forest Protection and Nature Conservation (PHKA), police, customs as well as others conservation NGOs increased. The establishment of the TREAN (Tiger, Rhino and Elephant Advocacy Network) could be seen as an indicator of the increased collaboration.

VII. Acknowledgement

We would like to thank individuals and institutionals as follow; Ir. Adi Susmianto M.Sc, DR. Samedi, Ir. Djati Wicaksono MS and Ir. Maraden Purba M.Sc from D.G Forest Protection and Nature Conservation (PHKA) of Forestry Department; Dr. Siti Nuramalia Prijono, Dra. Daryanti and Drs. Daryono from Indonesian Institute of Science (LIPI) and Dr. Joko Iskandar from Bandung Technological Institute (ITB) who have given support and efforts, including on scientific aspects in a good collaboration during the project implementation which really as a significant contribution to curb the endangered species trade as well as better control on wildlife trade. Special gratitude given to United States Agency For International Development (USAID) who give supporting fund to the project and also to Mr. I Ketut Djati and Mrs. Tregiany Linggoatmodjo from USAID Jakarta, Indonesia who have given valuable technical assistance in project implementation and reporting. We also would like to thank to some other relevant government institutions such as; Ministry of Marine and Fish, D.G of Customs, Indonesian Police, Center of Quarantine, Airport Management for their enthusiasm to build a strong mechanism for more effective control on wildlife trade, especially in the airport areas. Finally, we would like to thank our colleagues in WWF Indonesia, various conservation NGOs both national and international and individuals which can not be mentioned all in this report who build a strong commitment together to combat the poaching and illegal trade of endangered species in Indonesia.

VIII. Financial Report

The total expenditure at the end of the project is IDR 955,417,166, meanwhile the budget of the project is IDR. 903,915,000 (see table 3). Furthermore, the summary expenditure of the Grant No. : 497-00-001-00020-00 is IDR. 2,118,705,446, meanwhile the total budget is IDR 2,250,000,000 (see appendix 12). These financial reports is before audit.

Table 3. Total Expenditure of Identification and Campaign Materials for Indonesian Endangered Species

Budget	903,915,000
Expenditure Total to Date	
Internal Service	60,512,500
Salaries	315,175,883
Fringe Benefits	37,738,296
Travel & Local Transportation Cost	53,160,907
Communication/Awareness Campaign	305,152,962
Workshops	126,799,258
Other Direct Cost	21,766,869
Third Party Fees	35,100,490
Total	955,417,166
Balance	-51,502,166



I AM THE LAST TIGER

The law that you've made is only a "paper tiger". Therefore you've killed my fellow tigers in Java and Bali. And now you are after me in Sumatra. The forest where I live, you've decreased and destroyed.

You hunt my body for a good price, as it's supposed to lift up your pride as well as fulfill your greed.



STOP ENDANGERED SPECIES TRADE.
SAVE ME FROM EXTINCTION.

This campaign is supported by:



Visit me at: www.wwf.or.id

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Indo:
 Law No. 32/1982 concerning biodiversity conservation and its amendment, article 21; anyone is prohibited to catch, to kill, to own, to look after and to trade protected species dead or alive, or any parts of their bodies. The violation of this law is a crime with a maximum penalty of five years imprisonment and with charges of Rp. 100 million.



I AM THE LAST RHINO



STOP ENDANGERED SPECIES TRADE.
SAVE ME FROM EXTINCTION.



I AM THE LAST BIRD OF PARADISE



STOP ENDANGERED SPECIES TRADE.
SAVE ME FROM EXTINCTION.



I AM THE LAST SEA TURTLE



STOP ENDANGERED SPECIES TRADE.
SAVE ME FROM EXTINCTION.



I AM THE LAST ORANGUTAN



STOP ENDANGERED SPECIES TRADE.
SAVE ME FROM EXTINCTION.



AKU BADAK TERAKHIR

Ternyata mukamu
"muka badak",
tidak tahu malu
seperti bebek
kalitiko.
Kau bunuh aku
hanya untuk cula
kecilku yang
mahal harganya.
Konon, dijadikan
campuran obat
tradisional yang
mempunyai
khasiat, namun
tidak terbukti!



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Saluran:
100 ml, 5.7000 liter (kemungkinan sudah ada atau sudah dan akan datang),
atau 11 liter (yang mungkin akan datang). Maksimal, maksimal dan
kemungkinan akan datang dalam bentuk 100g, 100 ml atau 100g (yang
kemungkinan akan datang) 100 ml (kemungkinan akan datang) dan dapat diberikan
kemungkinan akan datang 5 liter (kemungkinan akan datang) 100 ml (kemungkinan akan datang).



AKU HARIMAU TERAKHIR



HENTIKAN PERDAGANGAN SATWA LANGKA
LINDUNGI AKU DARI KEPUNAHAN.



AKU CENDRAWASIH TERAKHIR



HENTIKAN PERDAGANGAN SATWA LANGKA
LINDUNGI AKU DARI KEPUNAHAN.



AKU PENYU TERAKHIR



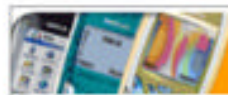
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An introductory guide to protected animals

Thursday, June 05, 2003

Diah Rahayuningsih and Bayu Kusuma, Contributor, Jakarta

Protected animals in Indonesia are getting some help in their fight to survive. The degradation of the environment, and the growth of illegal animal trading has put wildlife in a precarious state and pushed some species to the brink of extinction.

Law enforcement in this area needs to be given greater priority and the knowledge of law enforcement officers must be improved.

In order to address this issue, the directorate of forest protection and nature conservation of the forestry ministry in cooperation with WWF Indonesia has launched a book titled "*Panduan Pengenalan Jenis Jenis Satwa Yang Dilindungi di Indonesia*" or an introductory guide to protected species in The book describes rare animals now on the brink of extinction.

The trading of protected species is a crime. The law states clearly that it is illegal to keep protected animals, whether dead or alive. Even the keeping of parts of these animals, such as their eggs or their nests is forbidden.

Breaking this law carries a maximum five years in jail or a maximum fine of Rp 1 million (about US\$175).

Unfortunately, traders of protected animals simply turn a blind eye to the law. Protected animals are the third most lucrative contraband in the world, after the trading of arms and drugs.

"Recently, the trading (of protected animals) has become more open. Traders and buyers no longer agree to meet at the bird market. Advertisements are now seen in the media," said Saleh, also known as Ujung, of the World Wildlife Fund.

Classified ads in several newspapers carry advertisements offering parts of protected animals such as elephant tusks, dugong fangs, and the hide and fangs of Sumatran tigers. "Usually, these advertisements can be found under antiques and collections."

"This book has been published to meet needs on the ground, particularly the need of customs and quarantine officers," Ujung said.

Adi Susmianto, director of biological diversity conservation welcomed

<http://www.thejakartapost.com/Archives/ArchivesDet2.asp?FileID=20030605.P14>

8/14/2003

the publication of the guide book. He said he hoped that the publication of this book would produce something useful. "This guide book is not something new. We produced something similar in 1996."

The 60-page full color book, printed on glossy paper with a spiral binder, is designed for field use. Uyung and Wanda Kambey of the WWF Indonesia helped write the book, whose publication is partly funded by USAID.

Leafing through the book reveals that it still needs improvement. It contains only 50 species of protected animals, while in 1999 the Indonesian government identified 294 plant and animal species that are protected by law. Unfortunately, the authors fail to produce a full list of the names of other protected animals, and this is likely to lead to confusion.

Although the pictures of the animal species are a good size, the chart used is not detailed enough. More explanation could be given of the main physical characteristics of each animal. There is some information about the habitat, protected status, their status in the Convention on International Trade in Endangered Species of Wild Flora and Fauna (CITES) and about illegal trading activities.

Harry Surjadi, a conservation and environmental observer, said that the publication of this guide book was worth praising although improvements will be needed for future editions. "Many points are not clear. We cannot guarantee that pictures will enable people to easily identify the animals."

Suryadi points out that this will pose challenges. Today, animal trading not only means the selling and buying of protected animals but also different parts of their bodies. This guide book needs more information to go along with the photos because not all species are shown.

Although this book mentions the parts of protected animals that are often traded, supporting pictures are needed.

Uyung and Susmianto agreed that this is a shortcoming, and say that future editions will have better photos, and more detailed descriptions. For example in future editions it will be noted that the foot of the Tuntong turtle (Batagur Baska), has four fingers. "This characteristic fails to be found in the book," Susmianto said.

Alain Compost, a well know nature photographer, took most of the pictures in the book, and although they are well composed and attractive they do not adequately highlight the characteristics of a particular animal.

Another point of concern is the targeted audience of the book. Uyung has many times stressed that it is intended for those working in the customs and excise offices, KSDA and animal quarantines, but it needs to be improved if it is to reach this target.

"Actually, each user will have a special guidebook. So there will be, for instance, a special edition for the customs and excise offices, for the public and for the scientific community," Suryadi added.

As it is, the book is not adequate for different users. There needs to be more explanation for journalists and customs and excise officers. There is not enough description of individual protected animals, their CITES status and the ministerial decree on species protection.

Nevertheless, this guidebook deserves some praise. Revised editions can be improved. Unfortunately, information has been leaked that funding for the publication of this series will stop in the next few months, which means the publisher must find other sources of funding.

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The Jakarta Post, Tuesday, June 4, 2002

RI's endangered species close to extinction: WWF

A'an Suryana

The Jakarta Post
Nusa Dua, Bali

An international nongovernmental organization (NGO) warned on Monday that endangered species in Indonesia were close to extinction due to poaching and the outlawed animal trade.

Strict enforcement of the law and cooperation among all parties was desperately needed to prevent the extinction of rare animals in the country, said Chairul Saleh, a species conservation officer at the World Wide Fund for Nature (WWF)'s Indonesia office.

Chairul said in 1978 the Sumatran tiger numbered about 1,000 throughout the island. That number dropped drastically to 400 felines in

1993 because of illicit trade and hunting.

"People hunt the tiger for its expensive fur, which can fetch up to Rp 8 million per feline," said Chairul after a discussion on endangered species by WWF, held at the Grand Hyatt Hotel in Nusa Dua, as part of the fourth Preparatory Committee Meeting/Ministerial Level for World Summit on Sustainable Development.

The fur of the exotic Sumatran tiger was often traded in big cities throughout Indonesia.

Besides the Sumatran tiger, the orangutan is also threatened. Illegal logging in some parts of their habitat has seriously threatened the existence of this endangered primate.

Chairul further said that about a century ago, some

100,000 orangutans were estimated to be roaming the jungles of Sumatra and Kalimantan. However, there are only some 15,000 orangutans left in these jungles.

"Excessive illegal logging has destroyed the orangutans' habitat, and this could lead to their extinction," said Chairul.

The lack of awareness among people on the conservation of endangered species has also contributed to the threat of their extinction.

Chairul said people were still looking for hides of various endangered species as ornaments for their homes.

To conserve these endangered animals, governments, NGOs and related parties must work together, said Agus Purnomo, the executive director of WWF's Indonesia office.

"Collective action is needed

to deal with the problem since the government cannot do this alone," he said.

He cited one success story of a partnership between the Bali administration and NGOs in preserving and protecting turtles.

The collaboration decreased the number of turtles that were traded and smuggled over the last two years.

The Bali provincial administration issued a regulation in 1999 banning the trade of turtles. In addition, the government and several NGOs have actively approached religious leaders, including Hindu high-priest Pedanda.

Hindu priests have helped convince locals that they do not have to provide turtle meat during important religious ceremonies.

The combination of these

steps have more or less prevented the turtles from going the way of the do-do.

"Previously some 30,000 turtles were traded, but now, the estimated trade of turtles has reached only about 1,000 per year," said Agus.

Despite the collaboration, strict enforcement of the law is needed to deter people from hunting down endangered species.

The Indonesian government issued several regulations, including Law No.7/90 and Government Decree No.7/99 on the protection of endangered species.

Since the law was enacted in 1990, however, only one case of an illegal killing of a Sumatran tiger has gone to trial. The violator, however, was given a lenient sentence of seven months in jail.

'Military officers involved in rare animal trade'

Moch. N. Kurniawan

The Jakarta Post
Jakarta

An environmentalist alleged on Tuesday that high-ranking military officers and government officials were involved in the killing and trade of endangered Sumatran tigers, rhinos and elephants.

Harry Alexander, an official with the Jakarta-based Advocacy Network for Tigers, Rhinos and Elephants (HBG), said the illegal animal trade flourished in several provinces in Sumatra, including Lampung and Aceh.

"We have strong indications of their (high-ranking military officers and government officials) involvement. And if we don't stop such activities, Sumatran tigers, rhinos and elephants will be extinct in the next few years," Harry said during a break in a workshop being held in Bogor on the protection of endangered animals.

Harry cited the example of a high-ranking military officer in Lampung, who remained above investigation despite allegations that he was involved in the recent

killing of rare animals in the province.

"As usual, the military will only allow low-ranking officers to be prosecuted," he said.

Harry Alexander said military officers backed illegal animal trade, using the cover of the ongoing operations against the separatist Pres. Aceh Movement.

According to data from HBG, some 33 Sumatran tigers have been killed every year since 1993, and currently there are only between 400 and 500 Sumatran tigers left in the wild.

The data shows that the number of wild Sumatran rhinos on the island has declined from 2,800 in 1984 to 150 in early 2002.



Source: HBG

2002 from 400 in 1993. And the Sumatran wild elephant population has also rapidly declined from 2,800 in 1984.

Sumatran tigers and elephants are only found in Sumatra, while the Sumatran

rhino can be found in Sumatra, Malaysia and Myanmar.

The hunting and illegal trade of these endangered animals is a lucrative business. Those involved in the trade can make millions of rupiah from the sale of the bones, tusks, ivory and fur of the animals.

A stuffed Sumatran tiger can fetch Rp 25 million in Taiwan (US\$2,700) when sold in Indonesia, a price that probably increases for overseas buyers.

Indonesia is also a haven for the international trade in endangered animals, an illegal activity that ranks only behind drug trafficking in terms of profitability.

The illegal trade of rare

animals in Sumatra has been linked to a Malaysian trader known as Mr. T, and a South Korean businessman based in Indonesia.

"As far as we know, the businessmen are still involved in the illegal trade, exporting the items to other countries."

Their mode of operation can involve illegal logging activities, hiding the protected animals among unprotected ones, transporting the animals and their parts in containers with fake documents or just simply carrying the animals out of the country with them, Harry said.

According to him, Singapore, Malaysia, the Philippines, South Korea and Taiwan were the major export destinations for the animals.

The main export gates are Medan in North Sumatra, Jakarta, Batam in Riau, Bali and Makassar in South Sulawesi, he said.

Based on Law No. 5/1990 on the conservation of natural resources, those involved in the trade of endangered animals can receive five-year prison sentences and a fine of Rp 100 million.

ENVIRONMENT

THERE is no jungle in Jakarta. But the various species of fauna found in the capital city could well make it more of a jungle than any other in Indonesia. A number of Irian birds of paradise, Sumatran tigers and orangutans from the dense jungles of Kalimantan live in the midst of the city's 'concrete jungle'.

Some of the species are protected by law, yet they live in locked iron cages inside luxurious mansions in Jakarta. Two weeks ago, the Police, along with the Nature Conservation (KSDA) of the Ministry of Forestry raided Yusuf Hamka's residence in the area of Vila Pasarbaru, Central Jakarta. Inside, they found a crocodile, an oriental darter, and a monkey from Sulawesi. Officials immediately confiscated the animals.

The KSDA say Yusuf is still keeping five orangutans. During the raid, however, neither Yusuf nor the orangutans were to be found. According to neighbors, the animals were moved away the night before the raid. Yunus Makashau, chief of the West Jakarta KSDA who led the raid, is particularly upset. Last year, they had asked Yusuf to give up his orangutans. Yusuf had agreed, and returned the five orangutans, swearing he would never keep any



Wild orangutans in Kalimantan.

Prisoners of the Concrete Jungle

Chinese-Muslim public figure, Yusuf Hamka, has been found guilty of keeping rare animals. WWF is trying to stem demands for such animals.

other. As it turns out, he still owns another five orangutans.

"They are insulting us, playing cat and mouse with us," said Yunus. Yusuf is just one of many animal collectors. During a number of raids, KSDA found a sun bear, green turtles, and other rare birds. As a consequence, the KSDA 3,000 square-meter temporary holding center in Tegalalar, Banten, is crammed with the confiscated rare animals.

Last year, KSDA returned 50 orangutans to their natural habitat in Kalimantan. According to Yunus, the collectors are mainly officials or public figures. Who exactly are they? "There are many, one of them is Pak Sutiyoso [Governor of Jakarta—Ed]," said Yunus.

Governor Sutiyoso had a smooth response ready. He acknowledged that around 20 years ago, he accepted an orangutan as a present from a subordinate in the military. "But, I gave it to Solo Zoo," said Sutiyoso, insisting he only keeps birds now. However, one of the staff from the Jakarta regional government, who frequently visits Sutiyoso's residence, said that the governor still keeps an orangutan. "There's still one orangutan in his house" claimed the staff member.

Indonesia has a number of regulations established since 1931 with regards to keeping wild animals. Law No.5 of 1990 states that those who deliberately keep, own, raise, catch and sell protected species will be legally liable, and if found guilty, serve a minimum of five years imprisonment and pay a fine of Rp100 million. Even preserving dead animal body parts, such as a tiger's head to adorn walls, is an offence.

Ten years ago, the government attempted to inventory all rare animals kept in private homes. At that time, people were given licenses to keep all kinds of animals on a temporary basis. After a time, however, no such licenses were issued, meaning that licenses expired if the animal died or got lost.

Unfortunately, despite the legal protection, the animals continue to be sold and traded. Traders openly advertise the sale of animals in publications or in market places. A trader at the bird market on Jalan Pramuka, Jakarta, recently sold a rare Java eagle for a mere Rp550,000. The number of remaining eagles is getting more scarce, numbering around 1,000. One particular dying breed is the orangutans, estimated to number today

around 16,100, way below 30,000 a few weeks back. According to data from the East Java Nature Conservation Center, the number of smuggled and traded rare species over the past four years has reached 19,029 animals. The most popular is the cobra and the common rat snake.

According to Chairul Saleh, a staff member of WWF Indonesia—an organization dedicated to saving animals—destruction of animals' natural habitat and techniques used in catching them contribute to their dire fate. The orangutan is a classic example: in order to catch a baby orangutan, the parents must first be killed. At present, the WWF is preparing an anti-trading campaign of wild animals. "We hope that we can put an end to the requests," says Chairul. If nobody buys the animals, their trading would certainly stop.

Instead of locking up the orangutans as pets or collector items, city folks should go to the jungle and observe the orangutans in their natural surroundings. In Jakarta, this program would definitely get the support of Governor Sutiyoso, an avowed lover of orangutans.

Agung Sulianto, Anil Bramantya, Agus Hilayat



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HEADLINE: Sumatran tiger in Indonesia faces extinction in a decade: WWF

DATeline: JAKARTA

Illegal logging and poaching could wipe out the Sumatran tiger in the coming decade, the World Wide Fund for Nature (WWF) warned Friday.

At least 66 tigers have been killed on Sumatra since 1999, most by hunters, the international environmental group said. Between 400 and 500 remain on the island, which stretches some 1,600 kilometers (994 miles) down the western side of the Indonesian archipelago.

"If nothing is done, the Sumatran tiger will become extinct in the next 10 years," said Chairul Saleh, a WWF official heading a campaign against the trade in endangered species in Indonesia.

"The Sumatran tiger is the last tiger we have got," he said by phone from Bali, where he is attending an environmental conference. "Indonesia already lost the Bali tiger and Javan tiger. We have to save the Sumatran tiger."

The biggest threat to the tigers are poachers. Local people use tiger bones and whiskers for a range of medicines, and turn the claws into jewelry. A tiger skin can go for dlr 800, while a mounted tiger can fetch several thousand dollars, said Saleh.

The tiger also is losing its habitat due to illegal logging in national parks, including Bukit Tigapuluh National Park, the largest protected lowland forest in Sumatra and one of the tiger's few remaining habitats.

WWF-funded rangers now patrol the Bukit Tigapuluh park for poachers, he said.

Saleh urged the government to stop issuing licenses for logging in the park, and suggested shutting down nearby sawmills.

"The government is there but they need to show a willingness to stop the problem. We're asking them to do more," Saleh said.

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Appendix 8

Indonesia's animal market is biggest Asian hub for trade in endangered species

Source: AP, April 06, 2002

By Lely T. Djuhari

JAKARTA

Peering out from a filthy cage filled with animal droppings and rotting bits of food, the siamang gibbon stretches out a long black hairy arm to grab a banana offered by one of the four men who keep this endangered primate imprisoned while they search for a buyer. These animal traders are part of an illegal multimillion dollar business in Indonesia, which has more endangered primates than any other country. Animal rights activists say Jakarta's Pramuka Market - a five minute walk from where the siamang gibbon is held in a ramshackle house stacked with cages - is Asia's largest black market for rare animals. "You want baby orangutans?" said a market vendor who identified himself only as Iwan. "How about a siamang gibbon? Better be quick, I've sold five already today. "If there is anything you want, we can get it for you," Iwan added.

The total value of Indonesia's illegal animal trade is unknown, but animal activists say hundreds of creatures are sold each month despite their protection under the Convention on International Trade on Endangered Species, known as CITES. Demand for rare animals is great; they are sold as pets or valuable collectors' items and for use as food or medicine. Typical is the siamang, the largest of the gibbon apes, with long arms for swinging in trees. The cute siamang babies are popular as pets, but owners often abandon the full grown animal, which can be a meter tall (three feet) and has a loud piercing cry. Environmentalists say a shrinking habitat also threatens Indonesia's rare species. The lush forests are rapidly disappearing due to urban expansion and uncontrolled logging. Corruption and political instability further compromise animal safety.

Often the wild animals wind up at the Pramuka Market, which covers an area the size of a football field in East Jakarta. Established in 1967 as a bird market, it has sold all manner of creatures since the 1980s. Overlooking it is a remnant of failed campaigns to combat the illegal trade - a faded billboard threatening sellers and buyers of endangered animals with five years imprisonment. Market officials insist that only legal animals are sold, but shady transactions regularly take place in the markets' back alleys. "The illegal trade of endangered animals is rampant here," said Willie Smits, an activist with the Liechtenstein-based Gibbon Foundation, which focuses its efforts on Indonesia. Animal activists face a big challenge in Indonesia. Protecting endangered animals is not a major concern of officials, and illegal items made from animals are openly marketed. Department stores display jewelry and knickknacks fashioned from giant turtles and elephants' tusks, and hawkers approach drivers at busy downtown intersections, offering terrified animals like the cuscus, a small marsupial, for as little as 250,000 rupiahs (\$25). Newspapers and online media sites publish classified ads under "collector's items" offering rare animals or just parts of them. A stuffed Sumatran tiger has one of the largest

pricetags at around \$2,500. Even pieces of this magnificent creature are for sale - tiger's penises are sold as aphrodisiacs, and ground up bones, claws and teeth go into traditional Chinese remedies for arthritis and rheumatism.

The World Wide Fund for Nature Indonesia is planning a major campaign starting next month to raise awareness of endangered animals, focusing on the plight of the tigers along with as orangutans and rhinoceroses. The fund says an average of 33 Sumatran tigers are killed every year and the species could become extinct by 2010. The Javan Rhino, once abundant in Southeast Asia, is now on the critically endangered list. Hunters slaughter it merely for its horn, a valued ingredient in Asian medicine. Fewer than 20,000 orangutans are left in Indonesia because hundreds of the orange-haired apes are smuggled each year to the United States and other industrialized countries, fetching up to \$30,000. Baby orangutans are the most popular - and most vulnerable. Smugglers usually ship five babies together, sedated in a cardboard box, to ensure that at least one survives the long, arduous journey by boat. Chairul Saleh, a senior campaigner for the nature fund, said the new campaign of information about rare species must go beyond the usual cooperation with authorities to catch smugglers. "We want to cut off the trade from the consumer side," he said. "We want to make endangered animals deeply unfashionable."

Summary Report: Workshop on Anti-Poaching and Illegal Trade of Sumatran Tigers and their Products, and the Declaration of the Advocacy Network for Sumatran Tigers, Rhinos and Elephants

Cipayung 5-8th August 2002

Summary and Workshop Recommendations

The weakness in law enforcement relating to the protection of wildlife has become a concern of all parties involved in the conservation of Sumatran tigers, rhinos and elephants. Substantive, structural and cultural hurdles are preventing the effective implementation of conservation law. In addition, current law enforcement efforts and existing legal mechanisms are not supported by comprehensive background data. Information relating to population and habitat status, investigations into poaching, trafficking and illegal possession, as well as the many other factors that represent threats to the conservation of tigers, rhinos and elephants, are also essential in the process of effectively enforcing wildlife law. The current conditions are further worsened by the poor understanding, awareness and concern of law enforcement agencies and the general public regarding the critical of conserving wildlife and in particular tigers, rhinos and elephants.

As a crucial step in facing the above concerns this workshop, on Anti-Poaching and Illegal Trade of Sumatran Tigers and their Products, and the Declaration of the Advocacy Network for Sumatran Tigers, Rhinos and Elephants (TRE), was held between the 5-8th August 2002 in Cipayung, Bogor. The summary below represents a collation and review of the presentations, suggestions and discussions from the participants of this workshop, and is hereby referred to as the Workshop Recommendations:

1. Develop an information-sharing mechanism and data management system relating to Sumatran tigers, rhinos and elephants, with a focus on poaching, illegal trade, possession, population and habitat status, conflicts and threats, with the common objective of supporting law enforcement efforts relating to TRE.
2. Carry out revisions of Indonesian laws and regulations, strengthen existing institutions and develop the capacity of law enforcement officers, specifically of Forest Police and Forestry Prosecuting Officers (PPNS), to facilitate a growing awareness and understanding of conservation law across the public domain.
3. Promote the declaration of a Presidential Instruction and follow-up implementing regulations in all related Ministries, including a Ministry of Forestry Instruction with the specific objectives of strengthening laws relating to TRE and encouraging a national concern for the conservation of TRE throughout civil society.

4. Develop a law enforcement process that involves all levels and groups of society, the public, forest police, civil police, armed forces, judiciary, state prosecutors, NGOs (including the Advocacy Network for TRE) and the mass media, all with the specific goal of fighting against poaching of, and illegal trade, in tigers, rhinos and elephants.
5. Implement a system of counsel and technical assistance at serious wildlife criminal trials with the goal of creating legal precedence through the application of stronger sentencing.
6. Empower civil society groups and the public, through capacity building and the efforts of the Advocacy Network for TRE, to improve protection and law enforcement relating to Sumatran tigers, rhinos and elephants.
7. Develop a protocol and mechanism for the private and commercial ownership of wild animals, both live and dead, including products derived from them, specifically Sumatran tigers, rhinos and elephants.
8. Develop a protocol for the handling of wildlife-human conflicts while ensuring the simultaneous safety and well-being of tigers, rhinos and elephants and the adjacent human communities.
9. Strengthen the mandate of traditional communities and local people in the conservation of Sumatran tigers, rhinos and elephants.
10. Develop a holistic strategy for a public awareness campaign and outreach program specifically focused on target groups identified as linked to these
11. Expand conservation areas for Sumatran tigers, rhinos and elephants that serve as an umbrella for the conservation of other species, as one strategy for conserving tigers, rhinos and elephants facing isolation and increasingly fragmented habitat.
12. Develop a mechanism for rewarding conservation and law enforcement officers for effective work within the field of tiger, rhino and elephant conservation, and a punishment or sanctions for officers who ignore their responsibilities.

The recommendations as summarised above are considered an integrated and intrinsic component of the more detailed output documents resulting from the working groups, as included below, and as detailed in the Proceedings of the Workshop.

Cipayung, 7th August 2002

Advocacy Declaration of the Network for Tigers, Rhinos and Elephants

The Sumatran tiger (*Panthera tigris sumatrae*), Sumatran rhino (*Dicerorhinus sumatrensis*) and Sumatran elephant (*Elephas maximus sumatrensis*) represent species of Indonesian large mammals that are threatened with extinction. Law enforcement of wildlife crime is too weak, wildlife crime is not yet a conservation priority of the Government of Indonesia, and the majority of the Indonesian public are still unaware of the value of conserving our wildlife. These factors have allowed the continuance of possession, poaching and illegal trading of Indonesian protected species on a massive scale. The above conditions represent the greatest threat to the continued existence of wild Sumatran tigers, rhinos and elephants.

To prevent a catastrophe we, as representatives of concerned non-governmental organisations together with the Directorate General of Forest Protection and Nature Conservation, the Advocacy Network for Tigers, Rhinos and Elephants, formed on 27th November 2001, in recognition of our common vision and mission, hereby state our position to:

1. Declare war against all forms of possession, poaching and illegal trade in tigers, rhinos and elephants in Indonesia.
2. Support government and law enforcement agencies to ensure that the global extinction of Bali tigers (*Panthera tigris balica*) and Javanese tigers (*P. t. sondaica*), and the critical condition of Javan rhinos (*Rhinoceros sondaica*), is not repeated with the loss of the Sumatran tigers, Sumatran rhinos and Sumatran elephants.
3. Support government and law enforcement agencies to immediately declare wildlife conservation as one of the top priorities of the government's long and short-term objectives.
4. Pressure government and law enforcement agencies to immediately develop and implement stronger and more effective laws for the conservation of natural resources in a strategic, consistent, transparent and persistent manner.
5. Pressure government, local government and law enforcement agencies to immediately forbid and prevent all forms of possession, poaching and illegal trading of Sumatran tigers, rhinos and elephants, through a concerted program of public awareness of wildlife laws, together with strategic and transparent implementation of these laws.
6. Pressure government, local government and law enforcement agencies to transparently and forcefully bring to task poachers, owners and traders of tigers, rhino and elephants and their products, in accordance with current Indonesian biodiversity conservation law..

Transkrip: Rapat Kerja Pembaruan Barung Bukit, No. 894/TV/XXH-6/2002

7. Pressure government agencies to review and improve the laws and regulations for Indonesian protected species, including those related specifically to the protection of victim and witness. 894/TV/XXH-6/2002
8. Invite all members of the Indonesian legislative, judiciary, local government, political parties, non-governmental conservation organisations, mass media, law enforcement agencies and the general public; to take an active role in fighting all forms of possession, poaching and trading in tigers, rhinos and elephants in Indonesia. 080056027

Level: Pembina Tk. I (I/b)

Position: Chief of Regional Conservation Nat. Res., DRI Jakarta

Name: Ir. A. Yumis Ruzi

NIP: 080056027

Level: Pembina Tk. I (IV/b)

Position: Chief of Regional Conservation Nat. Res., SDH Sukamara

Cipayung, Indonesia - 6th August 2002

Print out/checked the following details of IWSA members

Translation: Berita Acara Pemusnahan Barang Bukti, No. 894/IV/KKH-6/2002

OFFICIAL SUBMISSION OF EVIDENCE

Number: 894/IV/KKH-6/2002

----- On this day of Tuesday the sixth of August, in the year two thousand and two, I am Ir. Adi Susmianto, MSc., as Director of Conservation of Biodiversity-----
Together with the following:-----

- 1. Name: Ir. Maraden Purba, NM
NIP: 080037189
Level: Pembina Tk. I (IV/b)
Position: Chief of Regional Conservation Nat. Res., DKI Jakarta
- 2. Name: Ir. A. Kurnia Ruzuf
NIP: 080056027
Level: Pembina Tk. I (IV/b)
Position: Chief of Regional Conservation Nat. Res., Sth Sumatra

Have surrendered the following pieces of legal evidence : -----

No	Species		Total	Description
	English	Latin		
1	Sumatran tiger	<i>Panthera tigris sumatrae</i>	6	4 from DKI Jakarta 2 from South Sumatra
2	Asian sunbear	<i>Helarctos malayanus</i>	3	From DKI Jakarta
3	Forest cat	<i>Felis bengalensis</i>	2	From DKI Jakarta
4	Peacock	<i>Paradisae spp.</i>	20	From DKI Jakarta
5	Armadillo	<i>Manis javanica</i>	7	5 from DKI Jakarta 2 from South Sumatra
6	Turtle	<i>Eretmochelys imbricata</i>	38	36 from DKI Jakarta 2 from South Sumatra
7	Estuarine crocodile	<i>Crocodylus porosus</i>	1	From DKI Jakarta
8	Monitor lizard	<i>Varanus sp.</i>	2	From DKI Jakarta
9	Rusa deer	<i>Cervus timorensis</i>	1	From South Sumatra
10	Bangau	<i>Egretta spp.</i>	2	From Sumatra
11	Rhino bones	<i>Rhinoceros sondaicus</i>	1 set	From Way Kambas (PKBI)
12	Misc. dead animals		139	DKI Jakarta

As witnessed by the following : -----

- 1. Name: Yushar Yahya SH.
Position: Director of Pre-Prosecution Checking
- 2. Name: Drs. Momon Rusmana
Position: Staff Deputy of Operations, Chief of Police RI
- 3. Name: Iwan Jaya
Position: Staff Directorate General of Customs and Excise
- 4. Name: Chairul Saleh
Position: Member of Advocacy Network for Tigers, Rhinos and Elephants.

----- With this the formal declaration of submission of the legal evidence is finalised, in accordance with the oaths of official service and signed in : Cipayung, Bogor, on the date as described above.-----

Appendix 12

Table 4. Summary Expenditure A Voice in The Forest – Identification Manual & Campaign Materials for Indonesian Endangered Species, Grant No. : 497-00-001-00020-00

	Budget	Total to Date
A Voice of The Forest	1,346,085,000	1,163,288,280
Identification Manual & Materials for Indonesian Endangered Species	903,915,000	955,417,166
Totals	2,250,000,000	2,118,705,446